

Travel Guide Fulfillment Report

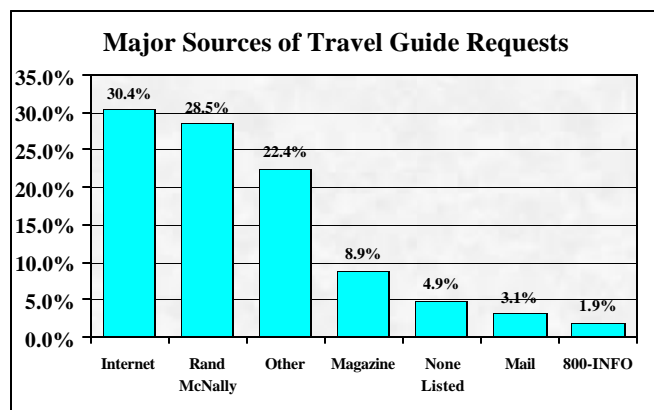
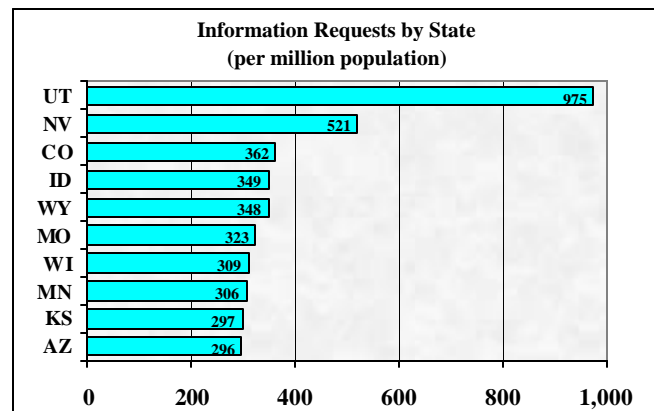
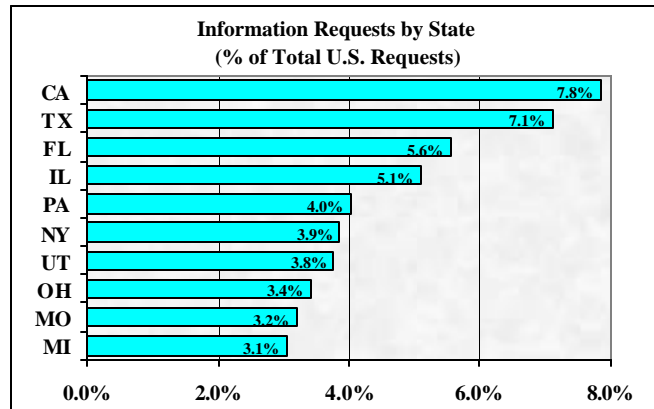
January 1 – December 31, 2000

During 2000, 61,790 requests for Utah Travel Guides were recorded, roughly equal to the number of travel guide requests that were received in 1999. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories and 98 countries worldwide.

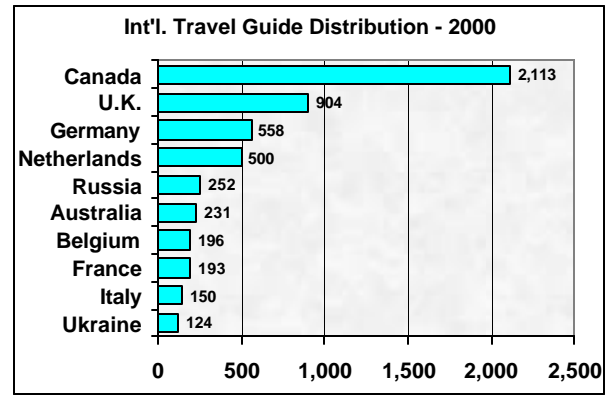
Domestic Requests. Total domestic travel guide requests for 2000 totaled 55,172. Domestic requests comprised approximately 90% of all fulfillments. The distribution of requests generally paralleled state population, with the more populated states accounting for the majority of all requests. California, Texas, Florida, Illinois, Pennsylvania, New York and Utah each accounted for 4.0% or more (2,000+) of all domestic requests.

Because population differences make state comparisons difficult, a per capita measure of information requests is useful to examine Utah's relative performance in various states. As expected, western states appear at the top of the list, headed by Utah, Nevada, Colorado and Idaho. Several Midwest states, including Missouri, Wisconsin and Minnesota, appeared in the top ten, suggesting a possible regional advantage in that area. The average number of requests per million people among all fifty states was 202.

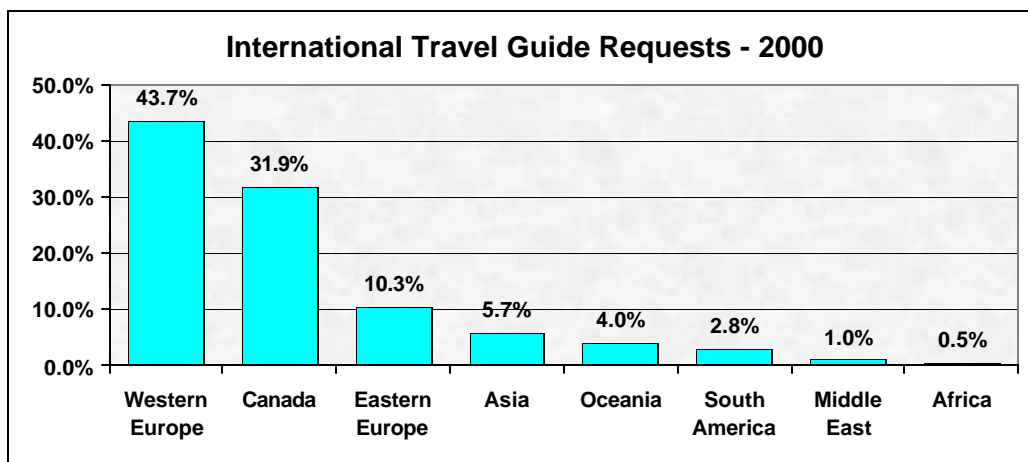
Source of Travel Guide Requests. The sources of inquiries during 2000 reflect the growing importance of the Internet in travel planning. Travel guide requests received via the Internet were the primary source of information requests received during the past year. The relative strength of the Internet may reflect a combination of the increasing popularity of that medium as a source of destination information as well as the efforts of the *Utah!* marketing strategy (which identifies Utah.com as the call-to-action in all marketing executions). Although the Internet was the most important source of travel guide requests, it represented just 30% of the overall total, suggesting the continued importance of traditional inquiry resources (e.g. road atlases, magazines, direct mail and telephones).



International Requests. International travel guide requests were received from 98 countries, reaching into nearly every corner of the globe. During 2000, 6,615 travel guide requests (representing 10.7% of the total) were received from international inquirers. The majority of requests originated from Western Europe and Canada. Western European countries, led by the United Kingdom, Germany and the Netherlands, were responsible for 44% of all inquiries. Canadian requests comprised another third of total international inquiries. The widespread international distribution of the Utah Travel Guide and the growing number of requests from developing countries in Eastern Europe, Asia and South America reflects the ease with which information can be exchanged in the modern economy and the increasing interest in international travel. For example, Russia, Ukraine, Brazil, India, Czech Republic, Indonesia and the Philippines all ranked in the top twenty as countries most frequently requesting Utah information.



NOTE: The total number of requests from some countries might be understated due to fulfillment being carried out by contractors in those countries.



Seasonality. The pattern of travel guide requests is one indicator of vacation planning. During 2000, the first months of the year represented the highest number of requests, with inquiries declining each quarter thereafter. First quarter requests represented 35% of the year's total. By contrast, fourth quarter accounted for only 13% of the total for the year. This data would suggest that people are more likely to be gathering information about possible vacation destinations early in the year as opposed to later in the year.

